

Ser. No. 10/579,053  
Art Unit 2614  
Amendment dated October 3, 2011  
Reply to Office Action of June 7, 2011

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A system for a directing party to simultaneously communicate with a plurality of participants comprising:

a control unit directly controlled by the directing party;

a first server in remote communication with said control unit;

a second dialing server in communication with said first server, the second dialing server being configured to simultaneously communicate with the plurality of participants;

a script toolkit in communication with the control unit for constructing a script from a series of building blocks, said script associated with the type of communication being conducted;

wherein the second dialing server is configured to communicate with the plurality of participants and to simultaneously launch said script to each of said plurality of participants accepting said communication;

a statistical analyzer in communication with the control unit for statistically analyzing the responses, in real time, to each of the building blocks of the script by the group comprising the plurality of participants taking part in said communication; and

wherein said directing party, independently and in real time, controls the entire dialing and broadcasting process with the plurality of participants.

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2. (original) The system according to claim 1, wherein said control unit communicates with said first server via the Internet.

3. (original) The system according to claim 1, wherein said first server and said second dialing server are combined in a single unit.

4. (original) The system according to claim 1, wherein said second dialing server communicates with the plurality of participants via a Public Switched Telephone Network (PSTN) to any of a group of communication devices associated with the participants including land line telephones, personal computers, cellular telephones, facsimile machines, and cable TV.

5. (original) The system according to claim 1, wherein said dialing server is configured to communicate with any combination of participants and communication devices via any of a group of communication protocols including interactive television, cable or satellite.

6. (original) The system according to claim 1, wherein said first server comprises a scheduler for allocating time slots available for communication via said second dialing server.

7. (currently amended) A method for communicating with a plurality of participants, said method comprising the ~~step~~ steps of:

a directing party independently controlling, in real-time, simultaneous communication with the plurality of participants ~~[[;]]~~ by controlling the entire dialing and broadcasting process with the plurality of participants, said process comprising any of a group of actions including preparing a script constructed from a series of building blocks and initiating the simultaneous communication with said plurality of participants;

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simultaneously launching said script with each of said plurality of participants accepting said communication;

in real time, statistically analyzing the responses to each of the building blocks of said script by the group comprising the plurality of participants taking part in said communication;

said directing party receiving the results of said statistical analysis; and

said directing party determining a subsequent course of action based on said results.

8. (cancelled) ~~The method according to claim 7, wherein said step of independently controlling comprises the steps of:~~

~~controlling the entire dialing and broadcasting process between the directing party and the plurality of participants, said process comprising any of a group of actions including initiating the simultaneous communication and preparing the script; and~~

~~statistically analyzing the responses, in real time, of the plurality of participants to said simultaneous communication.~~

9. (currently amended) The method according to claim 7[[8]], wherein said step of independently controlling further comprises the step of:

said directing party terminating the simultaneous communication, after an analysis of the responses from a percentage of the plurality of participants.

10. (original) The method according to claim 7, wherein said simultaneous communication comprises any of a group of services including polling, consumer surveys, sending messages, sending alerts and conducting interviews.

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11. (currently amended) The method according to claim 7[[8]], wherein said step of initiating independently controlling further comprises the steps of:

- preparing a distribution list associated with said plurality of participants;
- filtering said distribution list in accordance with the type of communication being conducted, prior to initiating the communication;
- constructing a script associated with the type of communication being conducted; and
- distributing the script to the filtered distribution list.

12. (original) The method according to claim 11, wherein said distribution list comprises any of a group of lists including telephone numbers, email addresses, account numbers and cable IDs.

13. (original) The method according to claim 11, wherein said step of constructing a script comprises the step of defining and recording any of a group of elements including messages, questions and possible alternative answers to said questions.

14. (original) The method according to claim 11, wherein said step of constructing a script comprises the step of permitting the plurality of participants to transfer to a human resource for specific interactive discussions.

15. (original) The method according to claim 13, wherein said step of defining and recording comprises the step of allowing the plurality of participants to submit their responses to said questions in any of a group of communication methods including DTMF, SMS, voice and via interactive television.

16. (currently amended) The method according to claim 7[[8]], wherein said step of independently controlling further comprises the steps of:

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defining at least one time period to be associated with the  
communication; and

defining a recurrence interval of the communication.

17. (currently amended) The method according to claim 2[[8]], further comprising the step of  
determining the availability and cost of the service to be provided.

18. (original) The method according to claim 17, wherein said step of determining comprises  
the steps of:

determining the telephony resources available;

calculating the length of each call; and

determining the number of telephones required for the service, based on  
the length of each call and the size of the distribution list.

19. (original) The method according to claim 19, wherein said step of determining comprises  
the step of:

the directing party allocating a level of priority to the communication.

20. (original) The method according to claim 19, wherein said step of determining further  
comprising the steps of:

the system denying the service due to shortage of resources available at  
the time period requested; and

the directing party rescheduling the time period for the communication  
in accordance with the telephony resources available and level of priority.

21. (original) The method according to claim 19, wherein said step of determining comprises  
the step of:

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comparing the cost of the communication with the credit available to the client.

22. (original) The method according to claim 21, wherein said step of determining further comprises the step of:

requesting additional credit to cover the cost of the communication or denying the service if not enough credit is available.

23. (currently amended) The method according to claim claim 2[[8]], wherein said step of analyzing the responses comprises the steps of:

analyzing the participants input;  
preparing a report; and  
transmitting the report in real time to the directing party.

24. (original) The method according to claim 23, wherein said report may comprise any of a group of reporting formats including lists, graphs and charts

25. (currently amended) The method according to claim 2[[8]], wherein said step of independently controlling further comprises the steps of:

allocating a time slot for a plurality of callers to dial a dedicated number;  
preparing and recording a script; and  
playing said script to said plurality of callers.

26. (original) The method according to claim 25, wherein said step of initiating comprises the step of permitting the plurality of callers to transfer to a human resource for specific interactive discussions.